

Frost & Sullivan Bestows European Telematics Entrepreneurial Company Award on Coyote System

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The 2008 European Telematics Entrepreneurial Company Award is presented to Coyote System. The Award recognises the company's ability to address market challenges with its innovative driver assistance information system: the Coyote. The company has reinforced its effective business strategy by successfully introducing a second product - the mini Coyote.



The Coyote informs drivers of speed limits and speed traps. Since the introduction of this novel product, Coyote System has become a dominant provider of driver assistance information systems in France.

"The simplicity of the product has been a key factor in its widespread acceptance," notes *Frost & Sullivan* Research Analyst Vishnu V.M. "The drive to remain niche and provide unique solutions has underlined Coyote Systems' success."

Coyote informs drivers of their driving speed and the speed limits of the actual road segments on which they are driving. The system is a small plug and play device which uses Global System for Mobile Communications (GSM), General Packet Radio Service (GPRS) and Transmission Control Protocol (TCP) technology to communicate with company in-house servers to receive information on traffic, speed limits and speed traps.

"Currently, Coyote System is the only company to offer this product in Europe," remarks Vishnu. "Other products available in the market offer static speed camera alerts, however none of them offer dynamic speed camera alerts which is a distinctive feature of Coyote."

The company buys electronic components, maps, a GPS receiver and modem and designs its own embedded systems. Coyote System has thus integrated the entire value chain, while introducing a distinctive product which embodies a totally new concept.

By the end of 2008, the company has launched a pan-European solution of the mini Coyote in the UK and Czech Republic. It also plans to introduce a communicating GPS navigation device. Coyote System is also looking to partner with companies in European markets who have built speed radar databases and can complement its core expertise in providing a unique solution.

Since its introduction in 2006, 15, 000 units of the Coyote have been sold even as the mini Coyote has racked up sales of 50,000 units within the first six months of its launch in 2008. This emphasises the fact that Coyote is rapidly gaining widespread acceptance.

"As it is a peer to peer system involving user input, a growing subscriber base means increase in the number of users sharing information – a key factor that will ensure Coyote Systems' competitive edge," comments Vishnu. "Moreover, the company's strategy of launching new products at regular intervals which provide users with unique information will reinforce its strong growth."

The *Frost & Sullivan* Award for Entrepreneurial Company is presented each year to the small company that demonstrated superior entrepreneurial ability in its industry during the research period. This Award signifies the company's identification of a unique and revolutionary product solution with significant market potential. Additionally, the Award certifies that the company's marketing strategy is sound and poised for success.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Coyote System

Coyote System is a French company based in Suresnes, France who develops innovative products and services for the telematics industry. In 2006, it launched the Coyote – the first real-time GPS alert system. In 2008, it launched the mini Coyote and started its European expansion in the UK and Czech Republic.

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